

State of Missouri Department	Division/Agency Program	Project Name	Dates of Service	Description of Services	Total Budget	Amount from Total Budget Spent on Media Buys	Participation From Outside Organizations
Department of Agriculture	MWGB	Passport Reprint	7/30/2012	Agency services to have the existing passport booklet reprinted with a new cover.	\$10,150.00	\$0.00	Yes, Mulligan Printing
Department of Agriculture	MWGB	Concept Development	8/8/2012	Agency services to develop three advertising concepts that derived from the research.	\$30,000.00	\$0.00	N/A
Department of Agriculture	MWGB	Logo Exploratory	8/8/2012	Agency services to develop a brand platform/architecture and logo development.	\$12,000.00	\$0.00	N/A
Department of Agriculture	MWGB	Research & Focus Groups	11/7/2012	Agency services to source and manage focus groups for target market insights and concept/campaign testing.	\$37,000.00	\$0.00	Yes, Yellow Pencil
Department of Agriculture	MWGB	FY 14 Media Campaign	Jul-Dec2013	Agency services to concept ads for the FY 14 Pairs Well with campaign that are in-line with the strategy and the brand platform	\$320,000.00	\$260,000.00	Yes, True Media
Department of Agriculture	MWGB	Photo Shoot/Stock Photos	Fall' 13	Agency Services to work with photographer to do a photo shoot for the upcoming campaign	\$30,000.00	\$0.00	Yes Brian Cummings Photography
Department of Agriculture	MWGB	Trip Planner Development	Fall' 13	Agency Services to design, develop, and integrat the Trip Planner portion onto the website	\$24,970.00	\$0.00	No
Department of Conservation	MDC	MDC Event Radio Buy	November 13	Agency services to facilitate a radio buy for deer season	\$56,861.00	\$56,681.00	Yes True Media
Department of Conservation	MDC	Research & Strategy	July 2013	Agency Services to faciliate quantitative research prior to campaign development and provide a creative strategy and presentation	\$22,900.00	\$0.00	Yes Great Questions
Department of Conservation	MDC	Creative Concept Exploration	Aug-Dec2013	Agency services to develop creative concepts that laddered back to our creative strategy and achieved MDC's goals and objectives	\$30,000.00	\$0.00	No
Department of Conservation	MDC	Social Media Strategy	November 13	Agency Services to provide a recommendation on MDC's social media strategy	\$805.00	\$0.00	no
Department of Conservation	MDC	Internal On-boarding	November 13	Agency services to put together an internal PR plan and tactics to promote the Discover Nature campaign internally	\$930.00	\$0.00	no
Department of Conservation	Missouri Wood	Logo Development	October 13	Agency Services to design logo and naming options for the new Missouri Wood	\$11,060.00	\$0.00	no
Department of Conservation	Missouri Wood	Brochure Development	December 13	Agency services to draft copy, design, and develop two versions of an educational brochure for Missouri Wood	\$1,150.00	\$0.00	no
Department of Conservation	MDC	Facts Handbook Phase 1	July-Aug 2013	Agency services to redesign the cover and update the contents of the Facts Handbook	\$1,684.00	\$0.00	no